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FLORIDA FLORIST AND NURSERYMAN

FLORIDA STATE FLORISTS' ASSOCIATION
FLORIDA ASSOCIATION OF FLORISTS
FLORIDA ASSOCIATION OF NURSEYMEN

PUBLICATION OFFICE:
STUART, FLORIDA

VOL. 3

MAY, 1951

No. 1

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100 Hurricanias	"	1.35
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GROUP ACTION

From The "Mail-Me-Monday" Company,
Dec. 1949:

"Trade associations, local and national, are the natural and logical organizations to wage the competitive fight of small business for survival. Unfortunately, the great majority of smaller enterprises are either non-members of trade associations which have been organized to further the interests of the businessmen they represent or, as is true in many instances, they pay dues as members but fail to attend meetings or otherwise lend their active and constructive support. Conventions emphasize the fact that trade associations provide enlightenment on problems common to the day to day business operations of their members. Only by frequent interchange of ideas and discussion of these problems will the solutions be found."

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YOUR CREDIT, YOUR TRADE
ASSOCIATION IS YOUR BEST ASSET

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FLORIDA FLORIST AND NURSERYMAN

SUCCESSOR TO FLORIDA NURSERY BULLETIN

A Tradepaper for Florida Nurserymen and Florists

Advertising Rates — \$2.00 per Column Inch, Each Insertion

Published the First Day of Every Month at Stuart, Florida, by
EDWIN A. MENNINGER, The Flowering Tree Man.

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FLORIDA FLORIST AND NURSERYMAN, Bin 1, Stuart, Florida

FLORIDA STATE FLORISTS' ASSN. AT TAMPA MAY 20-22

Plans for the 1951 Florida State Florists' Association convention May 20-21-22 at the Tampa Terrace Hotel are being completed, and it promises to be both big and successful.

Bill Nipper, convention chairman, and his committees have been working hard to get everything shaped up for the most informational and the most entertaining yet. From all indications, everyone attending will be thankful they did.

The program starts off, after the opening of the registration desk at noon, Sunday, with a buffet supper Sunday evening in the Palm Room of the Tampa Terrace Hotel, followed by a Fellowship and get-acquainted party. From 2 to 5 p. m. FTD will hold a business meeting.

Monday morning at 8:30 the registration desk opens, with the General Assembly meeting scheduled for 9:30. At noon will be held the luncheons and business meetings of the FTD and TDS. In the afternoon, the first session of the Florists design school will be held, with outstanding designers booked to display their talents.

The Nursery Group will hold a meeting in the afternoon with a talk on Hibiscus by R. D. Dickey of the Florida Experiment Station at Gainesville leading off. This is to be followed by a general discussion session on subjects pertinent to growing and the nursery business.

The Greenskeepers Group will have their business session until 10:30 a. m. following it with a symposium conducted by Soils Technologist J. R. Henderson, of the Florida Agricultural Experiment Station. This will include The Physiology of Root Development, R. W. Bledsoe; Or-

namentals on the Golf Course, R. D. Dickey; Diseases of Turf Grasses, Phares Decker; and Insects of Turf Grasses, E. G. Kelsheimer. In the afternoon, speakers will include Dr. Grau, Director USGA, Greens Section; Dr. Glenn Burton, Director of Research, Tifton Station, Tifton, Ga.; and Dr. O. J. Noer, Agronomist of the Milwaukee Sewage Commission.

Monday evening at the Villa Euse Lodge will be held the Enchanting El Rancho Fiesta amid the gardens of Moon Lake. This is a barbecue supper and dancing with all the trimmings.

Tuesday morning will be the final General Assembly meeting, followed in the afternoon by Design School for the Florists; General discussion meeting of Nursery Group, led off by talk on propagation by Mr. Claude Scoles, propagator and grower for Glen St. Mary Nurseries. In the discussion period anyone can introduce any subject pertinent to the nursery industry. The Greenskeepers will hold election of officers in the morning. Then there will be a panel discussion for all members of the Association — this to be conducted by James L. Blackledge, Ralph H. Lindeman, and Gus Thomas. In the afternoon, the Greenskeepers will adjourn to the Palma Ceia Golf Course for an informal program, to be conducted by Ward L. Wood, Commercial Chairman. A demonstration and display of Equipment, Turf Grasses and Supplies.

The grand finale will be the President's Ball and Banquet at the Arbor Room of the Hillsborough Hotel Tuesday evening.

The Tampa Terrace Hotel has been selected as the headquarters hotel, with rooms available also at the Hillsborough, Thomas Jefferson and Floridian. Reserva-

tions for rooms should be made directly to the hotel of your choice.

For those wishing to add an extra touch, special excursion rates to Cuba have been arranged for a flight Wednesday morning, returning Thursday evening—or Friday evening, as you choose.

MIAMI ROSE BALL SCORES GREAT GAINS

BY HARRY J. KILLIAN

Secretary, Florist Assn. of Greater Miami

The Second Annual Rose Ball, April 4, was one of the greatest attractions of the season in Miami.

Decorations of the Bayfront Park auditorium was under the direction of Dick Sauers, of the H. G. Berning Co., Inc., and a staff of 40 from different member shops of the Florist Association of Greater Miami, sponsors. Tables for two-thousand guests, with rose arrangements, radiated from a tiled dance floor which faced a stage set with five thousand roses arranged on tiers of trellises.

33,000 roses of all lengths and colors were used. They were contributed by growers throughout the United States. All profits from the sale of tickets and the auction of the rose arrangements went to the Variety Childrens' Hospital of South Florida to assist in the care of crippled children.

Bob Kasper, of Orchid Dell Gardens, was general chairman of the Ball. Hostesses were under the direction of Betty Barwick, of Flagler Florist. The Queen and Princesses were girls from different cities in Florida, the final selection being made by a committee headed by Francis W. Ruzicka, of Chatham, N. J. The Queen and her court of beautiful girls received big armsful of roses, each, and valuable merchandise. They assisted President "Mac" Lowry in the auction.

Distinguished guests of the trade at the Ball were Mr. Francis W. Ruzicka, of Ruzicka's Inc. "Acres of Roses" at Chatham, N. J., and Mr. Eric Johnson, Wholesaler, of Chicago.

Plans are already underway for a bigger and finer Third Annual Rose Ball in 1952. Florist Associations throughout the country are expected to send to Miami in 1952 contestants for Miss Rose Queen.

F. T. D. CONVENTION AT TAMPA MAY 20-22

Units 6 A & B of the Florists Telegraph Delivery Assn. will hold its annual meeting in conjunction with the Fla. State Florists Convention at Tampa May 20-22, 1951.

There will be two business meetings. The first will be from 3 to 5 p. m. Sunday afternoon May 20 at the Tampa Terrace Hotel. The second meeting will be a luncheon meeting Monday from 12 noon to 1:30 p. m.

Mr. Philip W. Jones, General Manager and Secretary, of the FTDA, will be the guest speaker at the Sunday afternoon meeting. All FTDA Members are urged to be present for this meeting as Mr. Jones has an interesting message to bring to the florists. Mr. Jones will have to leave for North Carolina immediately after this Sunday afternoon meeting.

At the luncheon meeting on Monday, the Chairman, Vice Chairman and Secretary-Treasurer for the Unit for the ensuing year will be elected.

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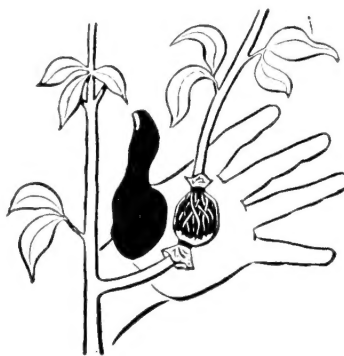
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MODEL JR-B. For the small grower or as a second shredder for the large grower to use on the potting bench. Height 27 ins., length 36 ins. Hopper size, 15 x 15 ins. Rotor 7 ins. wide with 3 sets of blades. With 1/3 h.p. motor\$136.00

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ELECTRIC MOTOR. 3/4 h.p., for use with models 1 B-4, 1 B-6, or 2 B-6 or 2 B-8. Each\$87.50

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RUBBER TIRES. For use with all models. Per set\$20.00

SCREENING ATTACHMENT. For use with all models. Designed to remove rocks, sticks, roots and other undesirable material from the shredded soil.

For Models No. 1 B-4 and 1 B-6\$50.00

For Models No. 2 B-6 and 2 B-8 60.00

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Dilute 1-gallon with 3 gallons solvent or mineral spirits. Makes a good wood preservative at a very reasonable price.

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TRADE ASSOCIATIONS—YOU NEED THEM, THEY NEED YOU

BY VALLEAU C. CURTIS

Curtis Nurseries, Callicoon, N. Y.

No progressive business man, today, can ignore the necessity of active participation in his trade organization. In this day of pressure-group legislation, his industry faces a fight for existence. Trade organization provides the most effective means of carrying on this fight.

That is how I look upon my trade organization—the American Association of Nurserymen.

This association is a well seasoned one. It has flourished, declined, re-organized and prospered again. It represents the experience, the ideas and the dreams of many individuals. It would not, today, in its 75th anniversary year, stand at a record high level of membership — nor would hard-bitten nurserymen, through all these years, have paid their own money into its coffers — if it were not for a profound conviction that it is a vital part of the nursery business.

What do we mean by “trade organization?” Of several definitions I have heard, this seems to me the best:

“A trade association is an organization voluntarily created by men confronted with common economic problems, for the purpose of developing collective thought through group action and maximum cooperation toward the solution of the problems in their respective fields. Through cooperative endeavor the industry is able to strive for the fullest degree of efficiency of service to the industry and at the same time for the greatest benefit to the public generally.”

This definition well describes the aims of organization; but to go a bit further, and really “lay it on the line”—aren’t the requirements of commercial life too difficult to be grappled with effectively by individual firms, however courageous and self-confident? Joint action is necessary. Mass attacks move mountains.

When Herbert Hoover was Secretary of Commerce, he said of trade organizations: “They are the safeguards of small business and thus prevent the extinction of competition. With wisdom and devotion their voluntary forces can accomplish

more for our country than any spread of the hand of government.”

This puts the responsibility where it belongs — on our own shoulders as fellow nurserymen. If we wish to maintain our American way of life, we must exert the strength of determined cooperative effort. We must back it to the hilt; do our share of work within the framework of its structure; help keep its house in order, and see that it continues to be an association for the benefit of all.

Our AAN comprises a diversity of enterprises: wholesale, retail, landscape, mail-order, etc. It must find common grounds upon which to advance the interests of all.

Here are some of the objectives that our association aims toward on a national level:

1. Act as a watchdog over legislation related to the nursery business.

2. Provide liaison with governmental departments with which we have business.

3. Keep in close touch with technical research in our field through universities, schools and experimental stations.

4. Keep all its members actively informed of all matters affecting the interests of the nursery business.

5. Keep the divisions or chapters of the organization properly organized and represented in the general meetings of the association.

6. Provide maximum opportunity for the chapters to inform themselves of business pending in the association, so that they may authorize their representatives to act for them in an orderly manner in the annual meetings.

7. Provide a means for the exchange of thought among members throughout the country and throughout the year.

8. Carry on an active promotional program for the use of nursery products.

On the Divisional or Chapter level, the objectives are as follows:

1. Well organized meetings are held, devoted to the discussion of association business, and of technical and economic matters.

2. State and local legislation are watched closely, and favorable relations developed with state and local authorities.

3. State or local promotional activity

is pushed — tied in with the over-all program of the association.

4. Public relations of all kinds with schools, farm bureaus, granges, garden clubs and newspapers are actively cultivated.

5. Non-members are not or at least should not be high-pressured into the local organizations. Yet, an impression is or should be conveyed to them that membership carries prestige and profit.

6. Dues in the home organization are or should be set not at a minimum designed to attract a large membership, but so set and adjusted as to maintain an effective program of local activities plus a reasonable reserve.

Let's not kid ourselves. To maintain the position of our nursery business, in a local, state or nation-wide way, we must be as well organized as other industries. We have an advantage in that we sell the most beautiful things in all the world. Let's not drag along on that advantage, but make the most of it by effective organization. And I don't mean "we, nurserymen," in any vague sort of way — I mean you and I. — *Florists Exchange and Horticultural Trade World*.

THE BEST ROSES

When you buy new roses, select those which have high national ratings according to American Rose Society standards. The following lists give the 1951 highest rated roses of the newer varieties which have been in commerce less than five years:

HYBRID TEAS

Tallyho (Light Red or Deep Pink)	8.6
Rubaiyat (Light Red or Deep Pink)	8.4
Curly Pink (Medium Pink)	8.4
Rose of Freedom (Medium Red)	8.4
Nocturne (Dark Red)	8.2
New Yorker (Medium Red)	7.9
San Gabriel (Pink Blend)	7.8
Applause (Light Red or Deep Pink)	7.7
Mission Bells (Pink Blend)	7.7
Sutter's Gold (Yellow Blend)	7.7

FLORIBUNDAS

Frensham (Red)	9.0
Fashion (Coral Peach)	8.7
Red Pinocchio (Red)	8.7
Glorious (Light Red)	8.0
Crimson Rosette (Red)	7.9
Alain (Red)	7.8

Pinkie (Pink)	7.8
Chatter (Red)	7.4
Hill's Hillybilly (Pink)	7.3
Masquerade (Red Blend)	7.1

The national ratings are established from the reports and individual comments sent in by members of the American Rose Society. These persons are experienced amateur rose enthusiasts who test the new varieties as soon as they are introduced and report their finds to the Society headquarters at Harrisburg, Pennsylvania. There are hundreds of reporters scattered over the United States and Canada.

The highest rating any rose can attain is 10 which would mean it was perfect. No rose has yet been rated perfect. A rating of 9.0 to 10 represents an outstanding variety; between 8.0 and 8.9 excellent; between 7.0 and 7.9 good; between 6.0 and 6.9 fair or average and below 6 poor or of questionable value.

The national ratings of the leading older varieties are as follows:

Crimson Glory (Dark Red)	9.5
Peace (Yellow Blend)	9.4
Charlotte Armstrong (Light Red or Deep Pink)	9.0
Mme. Henri Guillot (Red Blend)	8.9
Christopher Stone (Medium Red)	8.8
Dainty Bess (Light Pink)	8.7
Eclipse (Medium Yellow)	8.5
Poinsettia (Medium Red)	8.4
Good News (Pink Blend)	8.4
Picture (Light Pink)	8.4

* * *

The Fairy (Pink)	9.3
Rosenelfe (Pink)	8.9
Betty Prior (Carmine Pink)	8.8
Else Poulsen (Rose Pink)	8.7
Donald Prior (Scarlet)	8.6
Mrs. Jos. Heiss (Pink)	8.4
Floradora (Scarlet)	8.2
Dagmar Spath (White)	8.2
World's Fair (Crimson)	8.2
Permanent Wave (Carmine)	8.1

SCHEDULED TRADE EVENTS

May 13, Mother's Day.

May 20-22, Annual Convention Florida State Florists Assn., Tampa.

July 16-19, American Association of Nurserymen, New Orleans.

FLOWERS FOR SUMMER DAYS

BY JOHN V. WATKINS
*Associate Professor of Horticulture
University of Florida*

First place among blossoms for the summer must be awarded to the zinnia. In the countless resplendent sorts that are offered in the seed catalogs today one will find types, sizes and colors that were unthought of a decade or two ago. Remarkable, too, is the fact that plants from seeds of separate colors will bloom quite true. For example, if the idea of a solid bed of glistening white Polar Bear appeals to you, you can be assured that practically all of the flowers will be very large, full-double and of a refreshing, shimmering white. Long an advocate of planting a complete edging or border of a single color or two complimentary colors for a striking effect, this gardener is always confident that his zinnia seeds, purchased from a reliable house for such a plan, will not be disappointing.

Catalogs from two seed houses, picked up at random, list thirteen separate and distinct colors in the class known as Dahlia-flowered. This class has long been the winners at the zinnia shows.

The next class in order, California Giants, boasts a dozen colors to choose from, while the ever popular Lilliputs can be had in ten popular bright clear shades as well as in the much demanded Pastel Mixture. Many backyard gardeners, who find time or space for little else, swear by this pastel mixture of Lilliputs and will have a few plants of these each summer for cutting.

I think we all too often overlook the novelties or lesser known species at the end of a seed list. A case in point here is illustrated by the extreme value (to Florida gardeners) of the little Mexican zinnia, (*Zinnia angustifolia*). The creeping, or sprawling, dwarf plants bear myriads of double and semi-double blossoms in tones of yellow, bronze, and brown all through the hot weather. Valuable as edging and for cutting as well, there's a real find here for Florida gardeners who have not yet grown this species from south of the border.

The Fantasy type was introduced some years ago, and from the beginning it has

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COCOS PLUMOSA PALMS—2½" and 3" POT.....	Per 100 \$17.50
PHOENIX ROEBELENI PALMS:	
2" Pot	17.50
3" pot	22.50
5" pot	55.00
ROYAL PALMS—3" POT—3' TALL.....	20.00
PODOCARPUS LINERS—2", 8-10" TALL.....	12.50
BOUGAINVILLEA:	
CRIMSON LAKE—GALLON CANS.....	65.00
GLABBA SANDERIANA—2" POTS.....	17.50
JASMIUM ILLICIFOLIUM—GALLON CANS.....	65.00
ORANGE JASMINE—2" POTS.....	12.50

WRITE FOR QUOTATIONS ON ARECA PALMS AND LITCHII TREES.

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PHONE BRADENTON 22361

Established 1883

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been a huge success. Like all zinnias, these plants that bear blossoms with twisted, curled, and crested petals do very well here, and you can cut blossoms of distinctive form and delightful color over a long period from Fantasy zinnias.

The newest, and unfortunately the least stable, of the zinnia types is the Scabious-flowered strain. The blossoms have high-domed centers like scabiosa or mourning-bride. As a novelty, you'll want to grow a few of these, particularly if you like to have a few flowers that are different from those that are seen in all the gardens up and down the block.

Another member of the daisy family that is useful during the hottest weather, is the marigold. The seeds of these warm-weather, tropical annuals can be sown now. As with the zinnias, remarkable strides have been made by plant breeders in perfecting the modern marigolds, and almost half a hundred varieties, all different and all well worth growing, can be had from the larger seed house. Surely, in a list of such size, marigolds can be found to suit any taste.

Dahlias, too, are members of the daisy

family that are habitually grown during summertime in Florida. These tall perennials are native to Mexico, and thrive, therefore, in the warm humid climates of tropical countries. However, they are found growing at high elevations on heavy soils, and this may, in part, account for the fact that they are not particularly happy in the sandy soils of the Florida peninsula. On the other hand, the climate and clay soil of western Florida is much more to their liking, and dahlias behave much better in gardens from Monticello westward. Dahlias from seeds will furnish little single blossoms of good keeping quality that are useful when the temperature soars.

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WELCOME TO TAMPA!

The undersigned commercial nurserymen of Tampa extend greetings to fellow members of the FSFA.

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Yours for a great convention!

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We'll See You in Tampa!

FLORIDA CHRYSANTHEMUMS TO BE BIG BUSINESS

(Reprinted from The Stuart News)

Want a day in June in January? Or a short September day in May? Martin County flower growers can make a day of any length for you at any time of year. With thousands of electric lights for artificial suns concentrated on their acres, they bring the lazy days of Summer to mid-winter. Or, using black cloth for shade, they make night come early in the Spring.

And this new magic of manufacturing days of any length at any time is luring some of the most successful Northern florists to Stuart and Martin County.

Because half a dozen local men have pioneered the industry, producing asters and chrysanthemums under regulated light conditions, without the use of expensive greenhouses, some of the largest wholesale flower producers in the nation are buying land here and making plans

which may cause this to be the Chrysanthemum Center of the nation.

"They're gravitating to the spot where successful production has been tested and established," according to Paul Hoenshel, veteran South Florida agriculturalist.

Aster production under artificial light was initiated here by Frank Liberty on the Backus Plantation 12 years ago. The lights are used to extend the day, so that the asters will have long stems. But that discovery, according to Hoenshel, is "small potatoes" compared to a recent new departure involving chrysanthemums.

Here the wrinkle is to lengthen the day with artificial light to cause the "mums" to grow like sixty, then start shortening the days, and abruptly turn off the lights. The "mums" are grown in slat-houses under cloth. To simulate the shortest days of fall, black cloth shades are used to make the plants respond to even shorter days than those in Florida's Spring.

"Quality of these chrysanthemums has topped those produced in Northern green-

FLOWERS UNDER LIGHTS LURE NORTHERN FLORISTS



—Coutant Photo
Long-stemmed asters growing in midwinter under electric lights, like these on the Paul Hoenshel acre inside Stuart's city limits, are luring Northern greenhouse men to Martin County, rapidly becoming a center for winter production of asters and chrysanthemums. More than 200,000 blooms were picked and shipped from this planting from December to mid-April and cutting will go on until June 1.

MUM TEST BEDS WITH BLACK CLOTH LIGHT CONTROLS



—Coutant Photo

Another “Bloomin” Miracle



Florida nurserymen have found that chrysanthemums, asters and other cut flowers will **BLOOM EARLIER** when subjected to artificial light at night!

Scores of night lighting installations are now being rigged up by alert growers who plan on premium prices for early flowers next year.

This is one of many profitable uses of cheap dependable Sunshine Service in Florida's rapidly growing florist industry.



FLORIDA POWER & LIGHT COMPANY

houses at a fraction of growing cost," said Hoenshel. "At least three large Northern operators are making serious plans to enter the field here. They are receiving full cooperation from local growers, who are glad to see this section turn into a flower center."

This is a case of small operators welcoming larger competition. The local men feel that intensified production will result in standardized and improved marketing and probable direct airport service to the large buying centers.

Paul Jeffers on the South Fork has been one of the pioneers on this deal, experi-

menting for Harry Allen, one of the world's experts on chrysanthemums. Stanley Smith at Stuart has an experimental planting under cloth for one of the North's largest wholesale producers, who has been so delighted with the quality of the Stuart-raised "mums" that he is definitely going into large production in South Florida, and most probably in Martin County, Roy Bessemer at Jensen Beach has had a successful crop this year on muck-covered sand land, plans expansion next year.

While more economical than the greenhouse plantings, and productive of healthier, more vigorous growth, the "mums-

STANLEY SMITH'S CLUSTER MUMS HIT MIDWINTER MARKETS



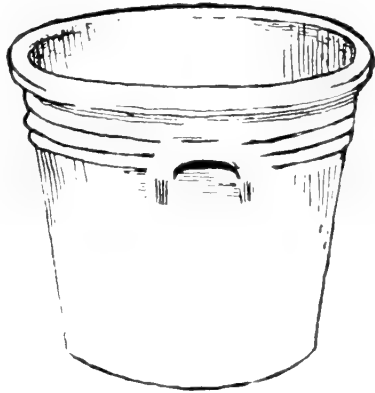
—Coutant Photo

WATTS CEMENT POTTERY

ROUTE 2—BOX 1-W

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Manufacturers of Light Weight Reinforced
Ornamental Cement Flower Pots

VERNON L. WATTS

JOHN D. WATTS

under-cloth" deal is not one for amateurs or the poorly financed.

A carefully-budgeted deal at this stage is estimated to require around \$20,000 an acre! But an acre will produce 40,000 chrysanthemum plants.

Among advantages of the mums, from the retail florist's viewpoint, are constant public demand at good prices and long keeping qualities.

Hoenshel himself has not yet gone into "mums" production. After retiring as successful manager of the giant Bessemer properties farm and grove at Port Mayaca, he entered the gladiolus field three years ago, last fall developed an acre of China asters inside Stuart city limits.

A scientific farmer, he ditched the property, a former mud-hole, put in a 20,000 gallon an hour Jaeger gasoline pump for irrigation and flood protection and a 3,000 gallon an hour automatic electric pump to take care of seepage. He

is prepared to handle rainfall of an inch an hour. With only half an acre in actual production of asters, he began cutting in late November, expects to produce till June "and will greatly exceed my original estimate of 250,000 marketable blooms," he said.

As an example of what intensified flower growing can mean to an area, this one acre is employing three persons steadily and half a dozen more at periodic thinning operations. While happy over the aster deal, Hoenshel pointed out that asters suffer severe competition from greenhouse grown carnations which sometimes seriously affect the market.

According to him, the big thing in South Florida flower picture now is a four-letter word "mums," which can out-run their greenhouse competition and don't have to worry about California outdoors production.

And the big Northern florists are speeding here to get in on the ground floor.

GREETINGS

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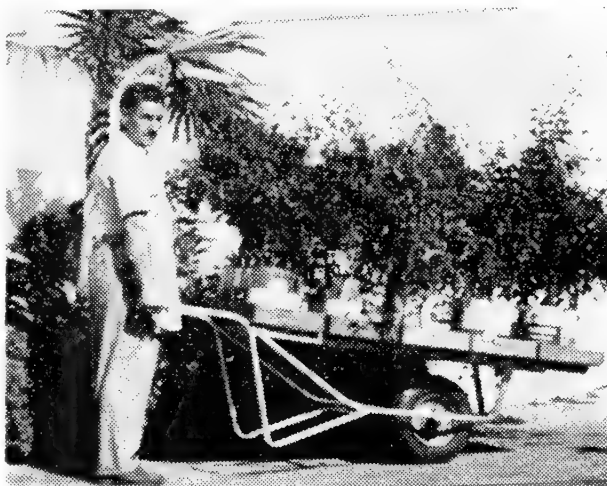
1-Gallon size\$ 75.00

5-Gallon size 132.50

15-Gallon size 215.00

FLAT BARROW

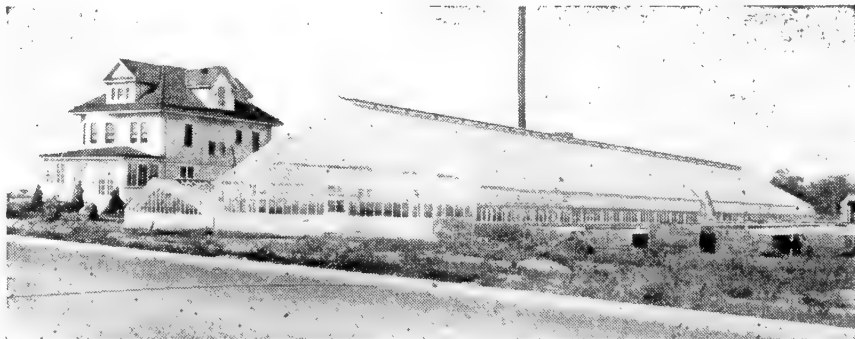
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I want to make a strong appeal, for every member of the three groups, to make a definite plan, to be with us in Tampa. I don't know of anything that would make me happier, than to have the largest attendance we have ever had, at any Florida meet. I would like to ask each and everyone of you, to please, make a special effort, between now and May 20th, to invite at least one person, who is in our profession, to join with us now, or come to the Convention and join with us then. If you will only put forth a little effort, I am sure we could each bring in one new member.

You will benefit by so doing. It does not only do the member that you bring in a world of good, it helps you, because the more training we can all get, the more capable we are to handle our own business.

The Design School, on Monday and Tuesday afternoon, which will have business talks and salesmanship intermingled, will be worth an unlimited amount to each of us.

It is so little to pay, to be able to take home so much. Please, each of you, make your Hotel Reservations now, so you will not be disappointed and let us go and have a real big old fashioned get together. I'll see you there.

BRUCE POWELL

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MIAMI 1, FLORIDA

THE APPLICATION OF FERTILIZERS

BY WADE W. McCALL

*Assistant Professor of Soils
College of Agriculture, University of
Florida*

The application of fertilizers is fully as important as the choosing of fertilizers. The value of a properly chosen fertilizer may be greatly lowered by improper application to the soil.

The application of fertilizers depends upon the fertilizer, the plant, and the season. Nitrogen fertilizers should be applied before or at planting time in a leaching resistant form and as a side dressing in the nitrate form when the plants are about six weeks old.

Phosphates and potash should be applied at the time of planting or just before. Side dressings of phosphate materials are not usually profitable, however, side dressings of potash are valuable for some plants.

Lawns and golf greens should receive top dressings of nitrogen when it is apparent that it is needed. They should receive a "complete" fertilizer early in the spring.

As a rule fertilizers should not be applied late in the growing season as it gives rise to secondary growth of leaves and shoots and may delay maturity.

There are many ways of applying fertilizers, each of which has its advantages and disadvantages. The aim should be to get the fertilizer in the soil where it will do the most good.

Some common means of applying fertilizers are in broadcast applications, localized applications, and in starter solutions, and irrigation water. Generally for

areas that are planted broadcast such as lawns, the fertilizer should be broadcast, for plants growing in rows the fertilizer should be applied in the row, for individual plants the fertilizer should be applied around the specimen, and for irrigated plants the fertilizer may be mixed with the irrigation water. Starter solutions may be used at transplanting time and will give excellent results if used properly.

For most plants the best method of application has been found to place the fertilizer in a band 2½" below and 2½" on each side of the seed or plant.

Variations and combinations of the different methods of application may be used. Part of the fertilizer may be applied broadcast and part in the row or hill.

One new development in the use of fertilizers is the application of liquid nitrogen directly to the soil. The type applied is usually liquid ammonia or a solution containing ammonia and nitrates. These solutions require special pressure equipment in order to "inject" the solution where it is needed. On a large area a plow with a tube running down to the foot is used to place the solution; this is followed by another plow to close the furrow as soon as the nitrogen has been placed into the soil. For small areas or individual plants a machine similar to the one used for "injecting" insecticides into the soil for termite control may be used. The liquid nitrogen gives best results when applied to heavy soils. The light sandy soils of Florida are not too well adapted for this material.

For the fertilization of shade or orna-



Naco Five Star Evergreen 6-8-4

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is probably the finest fertilizer a nurseryman can use for speedy, healthy and lasting growth.

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mental trees the following general recommendations are made. Where individual trees are to be fertilized, the fertilizer should be placed in a circular area extending from within one foot of the trunk to just outside of the leaf area. In no case should the fertilizer be closer than one foot from the trunk as it will likely result in burning and damage to the root collar and trunk base. The best method of placement is to make small slanting holes about 18 inches deep and two feet apart, 10 to 20 holes for each inch in diameter of the trunk. A crowbar, soil auger, compressed air auger, or electric drill may be used to make the hole. The correct amount of fertilizer is evenly distributed in the hole and the hole filled with topsoil or shredded leaves and closed with a push of the hee. For a large area, or number of trees, the fertilizer may be broadcasted on the surface as it would save both time and labor. This should be done just before a rain to "wash" the fertilizer into the soil.

For some trees the fertilizer is generally applied broadcast to the soil and then worked into place it below the surface and give better usage of the fertilizer applied. Some of the minor elements are sprayed on the tree where soil conditions are not favorable for these elements. Where the minor elements are sprayed on, they should be neutral to prevent burning the foliage of the tree.

For the application of fertilizers to pot plants or house plants, the best way is to make a solution of the fertilizer material and apply just enough to keep the soil moist. Care should be taken not to burn the plants by an over supply of fertilizer, as it is very easy to do on an area so small. Fertilizers should not be applied in the solid form to potted plants as injury is very likely to occur.

One thing should be remembered, fertilizer should not be expected to make up for poor soil management. The proper use of fertilizers is only one of the many practices in good soil management.

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BY DR. ROY A. BAIR

"I hope that I may never see
Another poem about a tree"

(with apologies to Joyce Kilmer), has been the attitude of many home owners whose lawns are unsightly wherever they are shaded.

Many folks who actually love trees, rather do without them if they make it impossible to maintain a beautiful turf.

Actually turf and trees are not mutually exclusive. You can have both by following a few simple rules.

Rule 1 — Mix your soils properly before the grass is planted. Your most fundamental problem is to supply a seedbed which will encourage healthy grass roots.

The ideal soil mixture consists of:

- (a)—Not over 65 per cent sand, much of it coarse
- (b)—15 to 20 per cent organic material such as peat, muck or leaf-mold
- (c)—Not over 12 to 15 per cent colloidal matter such as clay or marl.

When you are planning a lawn on the usual sand base in Florida, it is frequently not practical to add as much as the ideal amounts of muck and marl. The important thing to remember is to use approximately equal amounts of these two materials. Whenever you add one yard of muck or peat to your lawn seedbed, be sure to use an equal amount of clay or marl.

The resulting soil mixture should actually be a mixture. Never leave either muck or marl in layers on your seedbed. All ingredients of the soil mixture should be "cut into" the sand base to a depth

of 4" to 6" and thoroughly incorporated with the sand.

A layer of muck or marl on the surface will encourage the grass to produce shallow root systems confined to these surface layers.

Grass grown on such a base will have no drouth resistance.

Rule 2 — Plant a variety of grass which is at home in the shade. Two varieties only are outstanding in their ability to produce good turf under trees.

New Strain Zoysia, which is a fine-leaved selection of common Manila grass *Zoysia matrella* will produce a more dense turf with a consistently deep green color than any other grass species in the southeastern part of the United States.

New Strain Zoysia characteristically has a deeper, more profuse root system, which is able to compete successfully with the tree roots for limited supplies of soil nutrients and water.

The Bitter Blue strain of St. Augustine grass *Stenotaphrum secundatum* has considerably less shade tolerance than New Strain Zoysia but is better known and has been more widely used for this reason. The other common varieties of grasses used for lawns in Florida do not thrive under ordinary lawn conditions on lawns in deep shade. These are common Bermuda grass *Cynodon dactylon*, Carpet grass *Axonopus affinis*, Centipede grass *Eremochloa ophiuroides* and the several strains of Bahia *Paspalum notatum*.

The new Velvet Bermudas are showing remarkable ability to grow in deep shade. This performance is in striking contrast to that of common Bermuda grass, which requires full sunlight for normal growth.

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These new Velvet Bermudas are as fine in texture as the Northern Bent grasses and are as deep-rooted as New Strain Zoysia. Their increasing usefulness is predicted for lawns either in shade or in full sunlight.

Rule 3 — Water shaded portions of your lawn much more frequently.

There is rarely enough water in your soil to supply the needs of the tree and the grass under it as well. When there is such competition for a limited supply of water the tree roots always win. Remember, a large tree may absorb several barrels of water from the soil each day.

Rule 4 — Use smaller but much more frequent applications of fertilizer.

When fertilizers are applied only once or twice a year on shaded grass the tree

roots quickly absorb most of these nutrients and the grass is left in a starving condition for several months. Use 8 pounds or 10 pounds of fertilizer for each month throughout the year for your shaded grass instead of the usual semi-annual application of 50 pounds for lawn in full sun.

Rule 5 — Renovate shaded lawns frequently.

All roots must have access to continuous supplies of soil air in order to produce their best growth and absorb water and soil nutrients. Just as the two sets of roots occupying the same soil require double supplies of fertilizer and water, they also must have larger air space. The compaction which normally occurs in the sandy soils of Florida reduces the pore space (air space between soil particles) so much that there is not even enough air for the tree roots. When this happens, the tree roots get all of the air and the grass roots get none.

Thorough spading of the soil to a depth of 6" is the most effective method of soil renovation as well as the most drastic.

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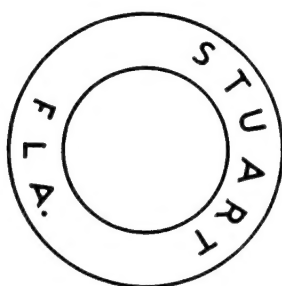
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Spading prunes the tree rootlets and thus eliminates competition for a time with the grass roots.

Because spading destroys the turf and must be followed by replanting, most lawn owners prefer to aerate their lawns by the use of new equipment which punches thousands of holes in the turf but does not destroy the sod. This equipment extracts plugs of soil to a depth of 4" or 5" and then deposits this soil as top dressing over the surface of the turf. Air, water and fertilizer then have easy access to the root zone of your lawn through the holes made by this soil aerifying equipment.

Long experience with lawn grasses has led to our conviction that most lawn owners greatly underrate the ability of their grasses to grow in shade. Most of the trouble is under their feet rather than overhead. When by proper soils mixing and subsequent soil aerification your grass roots are able to obtain continuous supplies of air, water and soil nutrients, you will probably be surprised to find your grass variety doing almost as well in the shade as in full sun.